

USIAS-M-6  
27 April 1954

USIA SURVEY

Memorandum of Meeting of 27 April 1954  
1128 M Building, 2:30 to 4:30

Members of Survey:

Mr. James O. Reber, CIA

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Observers:

State: Mr. Fisher Howe, Deputy Special Assistant, Intelligence

USIA: Mr. Louis Olom, CPI

CIA:

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1. Mr. Olom sought to make clear Mr. Micocci's interest in "net" evaluation, that is to say, an understanding of the effectiveness of U.S. and allied programs, taking into account the effectiveness of enemy programs. It was suggested that a refinement of the definition and scope of the term "evaluation" as it is presently used by USIA would be of considerable assistance in understanding the role of intelligence in the "evaluation" process. All agreed that, insofar as "evaluation" means analysis of foreign reactions to U.S. policies and programs, there is a recognized role for intelligence. This is not so apparently the case when "evaluation" is used to mean a management appreciation of the effectiveness of USIA organization. It is doubtful that, in view of the shortage of funds extra intelligence effort should be expended directly for this purpose, other agencies such as State and CIA are faced with the same management problem. It should be kept in mind that many factors, including foreign policy itself, present hazards in identifying and measuring directly cause and effect in USIA's program.

State Department review completed

2. Assets within USIA. The Research and Library Branch, IBS, has been preparing studies (e.g., Report No. 1765, 9 December 1953, "The Sovietization of Central Asia"), based entirely on unclassified sources. All agreed that such statements should be equally available to all media regardless of the accident of preparation initially for one media. It is not clear whether USIA's programs will make it necessary to conduct unclassified studies separately from classified studies.

3. Mr. Olem's paper listing CPI projects completed from November 1953 through February 1954 was considered, as was his October 1952 survey of CPI services. It was felt that these two documents, as further refined by the survey team on the basis of its understanding of USIA's needs and as checked by current USIA officials (in the light of anticipated USIA organizational and program developments) would probably serve as a statement of USIA's intelligence needs. This document would then provide a convenient means of ascertaining other agencies' additional needs.

4. There was discussion of the place to locate responsibility for the production of intelligence on international communism. State-CIA agreements and arrangements and State financial difficulties were reviewed. Budgetary difficulties were recognized. This subject will have to be gone into at length later in the survey.